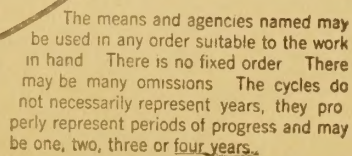


Extension Service, Office of
Cooperative Extension Work,
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NEWS ITEM COMPARING RESULTS
WITH TWO OR THREE YEARS AGO



In making an application of the means and agencies named, start at the center of the cycle. One must assume that there is an agricultural or home-economic problem in the community or county which may be solved by a simple demonstration. In the first attempts to bring the demonstration to the attention of the people there may be only a limited number who understand it and are willing to bring the lesson to the attention of others. As we move on through the cycle, it will be noted that agencies other than the local people may be used to "carry on" the lesson taught by the demonstrator. After the demonstrations have been well distributed over the community or county, and an effort has been made to establish the practice, the time will probably arrive when organized and intensive effort should be made to disseminate the practice among a large number of people. This may be called the campaign stage; a still greater number of means and agencies than those already named may be used in this stage.

The rounds of this cycle represents either periods of progress or years, but the fact that three rounds are shown does not mean that every demonstration or practice to which it may be applied will require three years for completion. It may take only one year, or it may take five. Many or all of these means and agencies may be used to bring about the desired results; the order given on the diagram need not be followed. Some means may be used to reach people in one way, and some in another, just as advertisements of different kinds and in different places are used to reach the great mass of people.

